R.J. Reynolds Tobacco Company

M. J. GOODMAN
Regional Operations Manager
4603 West Chester Pike
Newtown Square, Pa. 19073
610-353-8850
Fax: 610-353-8970

March 28, 1996

RJR Account # 153480
JOHN ZARBANTY
PETER P. DENNIS INC.
1224 S MAIN ST
PHILLIPSBURG, NJ 08865

MAY ~~March~~ Partners promotion / Doral Buy 2 Packs - Get 1 Free

To: JOHN ZARBANTY

Doral B1G1F and Live product has been ordered (see quantities below), as well as the premium/shippers (item # 506870) to pack your May 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

B1G1F Cases (6m / 30 ctns. per case)

UPC Code	Style or Item	# Cases (6m)
12300-21785	Doral Light King Size (B1G1F Product)	2 (6m)
12300-21973	Doral Full Flavor 100's (B1G1F Product)	2 (6m)
12300-21974	Doral Lights 100's (B1G1F Product)	2 (6m)
12300-21850	Doral Lts. Men. 100's (B1G1F Product)	2 (6m)
12300-70504	Premium shipper case	60

Regular Live product to pack with B1G1F Product (12m / 60 ctns. per case)

UPC Code	Style or Item	# Cases (12m)
12300-15112	Doral Light King Size (Live Product)	1 (12m)
12300-15312	Doral Full Flavor 100's (Live Product)	1 (12m)
12300-15212	Doral Lights 100's (Live Product)	1 (12m)
12300-15812	Doral Lts. Menthol 100's (Live Product)	1 (12m)

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Source: https://www.industrydocuments.ucsf.edu/docs/mkjy0000

Doral B2G1F /May Partners
Account: PETER P. DENNIS INC. / 153480

These allocations will allow you to build :	60 Shippers
These shippers will service:	34 Retail Stores
Product/Premium Arrival:	April 18, 1996
Ship Date to retail	Week of April 29, 1996
The PO # for this order is:	
SKU Cube:	0.7120
Retail Sales Offer per SKU	20 Offers
Billing per SKU	4 Savings Priced cartons
EFT $ Amount (B1G1F Prod.)	
EFT $ Amount (Live Product)	
Non EFT Amount (B1G1F Prod.)	$506.24
Non EFT Amount (Live Product)	$2,041.04

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs, get 1 free sleeves. 1 live packs of Doral should be placed in each sleeve together with 1 pre-banded B1G1F unit to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper. See the detailed drawing attached to this letter for more detailed packing instructions.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to .

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

P. DENNIS WAM ACCOUNTS 0

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Source: https://www.industrydocuments.ucsf.edu/docs/mkjy0000

Important Note: Your allocation may include extra shippers beyond those required to service your retail accounts on the attached list. You will have. 9 shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

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DORAL BUY 2 PACKS - GET 1 FREE
CLEAN-UP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "National Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date:_____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Doral Buy 2 Packs - get 1 Free shippers (each shipper contains 4 Savings priced cartons).

# of Shippers Requested =======>

Authorized Signature: _____

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To Phila Rou 5/21/96.

Wholesale Partners "Value Added" payment request form

Promotion: Doral May buy 2 packs get 1 free 1996 Partners Promotion #600355

Note: Payment is based on $28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: **PETER P. DENNIS INC.**

RJR Account Number: **153480**

Displays Wrapped and Delivered: 60

Value Added Payment Due: $1120.00

Wholesale Partner Signature: _____

RJR Representative: _____

Payment will be mailed directly to the participating Wholesale Partner

==========Operations Office Use==========

Date Processed: _____

Processed by: _____

Voucher #: _____

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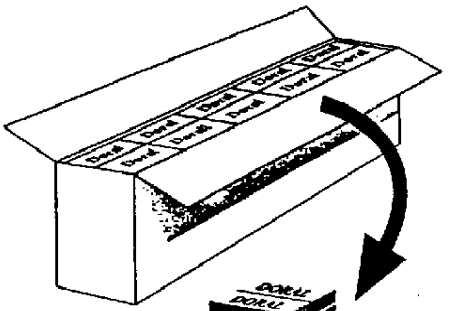
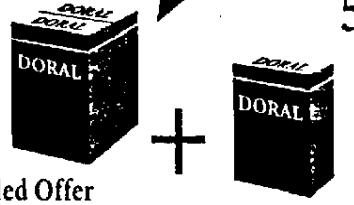
WHOLESALER PACKING INSTUCTIONS

VALUE-ADDED PROMOTIONS—2ND QTR. '96

May DORAL Partners B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers.



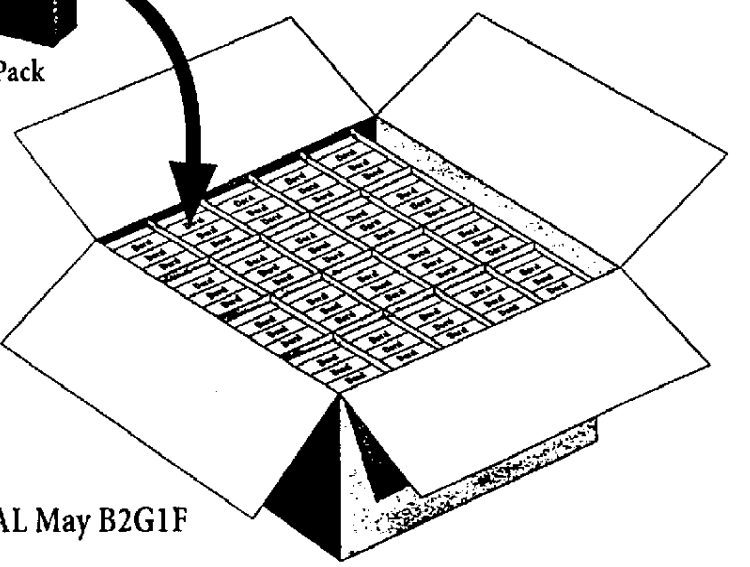


B1G1F
Pre-Banded Offer

"Live" Pack

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Close the case.
5. Ship to retailer.



Item: #506870
Description: DORAL May B2G1F Sleeve Kit

Brand Style	DORAL LIGHTS	DORAL FF 100's	DORAL LIGHTS 100's	DORAL MEN LT 100's		
Number of Cartons	1 (WHITE) B1G1F CTN. 5 LIVE PKS.	1 (WHITE) B1G1F CTN. 5 LIVE PKS.	1 (WHITE) B1G1F CTN. 5 LIVE PKS.	1 (WHITE) B1G1F CTN. 5 LIVE PKS.		

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WHOLESALER : 153480 PETER P. DENNIS, INC.
TEMPLATE : 600355 605-00 DOR MAY B2G1F
TEMPLATE SEQ : 0001
LEVEL : 13XXXX

TERR	ACCOUNT	NAME	ADDRESS	CITY	ST	QUANTITY	TAX	CHAIN-ID	SUPPLIER
~~133008~~	~~401397~~	~~BACHS DRUG~~	HIGH & MAIN	HACKETTSTOWN	NJ	2		-	
~~133004~~	~~040799~~	~~BAGEL SMITH~~	ROUTE 22 WEST	LEBANON	NJ	1		-	
133004	421036	BAGELSMITH	403 US HIGHWAY 22 E	WHITEHOUSE STAT	NJ	1		-	
~~133008~~	~~639616~~	~~BAGELSMITH DELI~~	PERRYVILLE RD	HAMPTON	NJ	1		-	
133008	207113	BAGELSMITH	801 3RD AVE	ALPHA	NJ	1		-	
133008	023626	BAGELSMITH	240 RT. 31	CLINTON	NJ	2		-	
~~133008~~	~~402557~~	~~DUTCH MILL~~	561 MILFORD WARREN GLEN RD	MILFORD	NJ	1		-	
~~133004~~	~~632549~~	~~GOOD SPIRITS & CO.~~	ROUTE 22 EAST	LEBANON	NJ	1		-	153480
~~133008~~	~~901022~~	~~HOLLIDAYS LIMITED~~	WALL STREET	OXFORD	NJ	1		-	
133008	437426	JIGGER SHOPPE	190 MAIN ST	HACKETTSTOWN	NJ	1		-	
133008	412304	JR COUNTRY STORE	RT. 31 NORTH	CLINTON	NJ	2		-	
133008	402542	NYKONS MARKET	ROUTE 46	GREAT MEADOWS	NJ	3		-	
133008	582407	PENN JRSY TRUCK CNTR	1400 US HIGHWAY 22	PHILLIPSBURG	NJ	1		-	
~~133008~~	~~025230~~	~~PERRYVILLE LIQUOR~~	RD #1 BOX 389B	HAMPTON	NJ	1		-	
133008	402596	POHATCONG LIQ STORE	NEW BRUNSWICK	PHILLIPSBURG	NJ	1		-	
~~133008~~	~~523455~~	~~PROMISE LAND STORE~~	821-825 RT. 519	PHILLIPSBURG	NJ	1		-	
133008	642920	R & R STATION Milford Citgo	11 FRENCHTOWN RD	MILFORD	NJ	1		-	
133008	075543	R.D.J. SERVICE CENT.	ROUTE 46	GREAT MEADOWS	NJ	2		-	
133008	545013	ROSSNAGLE MOBIL15H8V	RT. 22 & ROSEBERRY	PHILLIPSBURG	NJ	4		-	
~~133008~~	~~401383~~	~~SCHOOLEY MT GENSTORE~~	250SCHOOLEYMTRD	LONG VALLEY	NJ	1		-	
133008	695712	SKOOGY'S DELI	110 GREENWICH ST	BELVIDERE	NJ	1		-	
133008	337931	SUNRISE DELI STORE	195 MAIN ST	HACKETTSTOWN	NJ	1		-	
133008	583195	VILLAGE SHOP	185 RT 206	FLANDERS	NJ	1		-	
133008	402538	WARREN COUNTY LIQUOR	260 W. WASHINGTON AVE./RT 57	WASHINGTON	NJ	1		-	
133008	771816	WARREN GLEN GROCERY	ROUTE 627	BLOOMSBURY	NJ	2		-	
133208	839977	BOB'S C-MART & DELI	2134 NORTHAMPTON ST	EASTON	PA	2		-	
133209	490461	GOOSEY GANDER #7	1017 E EMMAUS AVE	ALLENTOWN	PA	1		-	11-0341
133209	184295	GOOSEY GANDER	2499 WILLOW PARK RD	BETHLEHEM	PA	2		-	
[illegible]209	183679	HEIGHT MARKET	1811 10TH ST	BETHLEHEM	PA	3		-	
[illegible]08	377831	HELLERTOWN NEWS INC.	1236 MAIN ST	HELLERTOWN	PA	2		-	153480
[illegible]208	633814	MASRI'S MINI MKT	1041 BUTLER ST	EASTON	PA	1		-	
133208	216790	RT. 663 SERVICE CNTR	2030 ROUTE 663	QUAKERTOWN	PA	3		-	
133209	654389	KRAUZNER'S FOOD STOR	3750 FREEMANSBURG AVE	BETHLEHEM	PA	1		2712-0000	
133209	433367	UNI MART #14825	1505 PEMBROKE RD	BETHLEHEM	PA	1		3857-0000	

PAGE BREAK TOTAL ACCOUNTS 34 TOTAL QUANTITY 51

TEMPLATE TOTAL ACCOUNTS 34 TOTAL QUANTITY 51

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R J Reynolds
Tobacco Company

LANNY T. WOLFE #1240
Accounts Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076

Fax Message

DATE: 4/18/96

TO: Jimmy and Cheryl 454-8711

SUBJECT: MAY DORAL B2G1F Promotions

TOTAL PIECES FAXED: 8
(INCLUDING COVER)

If you have any questions, please call me.

Lanny

51846 9911

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